GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Cinemas – Grant of Cinematograph license and special rates of admission in the (4) Screens in M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada with flexible timings to increase the number of shows upto five (5) per day between 9.00 A.M to 1.30 A.M - Permission accorded - Orders – Issued.

HOME (GENERAL) DEPARTMENT

G.O.MS.No. 79 **Dated:11-06-2015.**

Read the following:-

1. Representation received from the Authorised Signatory, M/s PVR Limited, Ripples Mall, M.G.Road, Vijayawada, dated. 21-02-2015.
2. From the Joint Collector & Additional District Magistrate, Krishna, Machilipatnam, Rc.C2/233/M/2015, dated.29-04-2015.

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ORDER:

In the reference 1st read above, the Authorized Signatory, M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada Private Limited has requested to grant special rates of admission in M/s. PVR Limited, Ripples Mall, M.G.Road, Private Limited, Vijayawada.

2. In the reference 2nd read above, the Joint Collector and Additional District Magistrate, Krishna has stated that the Sub-Collector, Vijayawada, reported that she has personally inspected the M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada on 06-04-2015 along with the Tahisldar, Vijayawada (Urban) and reported that the upto date available facilities in the M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada which are as follows:-

1. The Management is screening four shows in four screens with a total of 959 seats and they are well maintained with the highest standards of facilities and services.
2. The movie watching experience for their customers is enhanced by providing the following facilities at their Multiplex.
3. Luxurious interiors of international standards.
4. Fully air-conditioned auditoriums, lobby and Cafeteria
5. Lush carpeting in the auditoriums
6. State of the art LCD screen in the Box Office, Lobby and Cafeteria displaying information for the customers.
7. Comfortable Rocker and Recliner Seats with comfortable leg space between the rows.
8. Sensors used for Auto Flush Toilet with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts with auto air fresheners.
9. Inherently fire retardant system and wall fabric
10. Auto Air Neutralizer at the rest room, Auditoriums and lobby
11. Ultra-Modern fire fighting system and Safety, security systems with 4 monitoring stations.
12. Fire damers in all AHUs.
13. Round the clock power back with hi-end Generator Set facility.
14. All the critical systems have UPS back – up facility thereby enabling uninterrupted movie viewing even during power failures.
15. Emergency lights on invertors all over the property
16. LED lights on every step riser in the auditoriums, and exit signs on invertor.
17. Christie projectors-2K.
18. Efficiently designed acoustic system in all auditoriums, providing patrons with a superior sound quality.
19. Digital Sound System with 7.1 in all the 4 screens
20. X Mirror for 3D move experience.
21. Three-way Surround sound system.
22. Computerized ticketing facility.
23. Internet bookings and TELE booking which makes the process of booking tickets easy and convenient for customers.
24. Wide Screen
25. Box Office with 4 Counters at 2nd Floor.

P.T.O.,

3. In view of the above, the Joint Collector & Additional District Magistrate, Krishna has supported the recommendations of the Sub-Collector, Vijayawada for enhancement of special rates of admission from Rs.75/- in the all the 4 screens (959 seats) of M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada, and also for enhancing the number of shows from the present four (4) to five (5) daily between 9.00 am to next day 1.30 am at on par with other Multiplex theaters in Vijayawada as per rules.

4. Government, after careful examination of the matter and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and under clause (a) of sub rule (3) of Rule 11 (B) of the Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby grant Cinematograph License and special rates of admission to M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada, with (4) Screens and also permit to screen five (5) shows per day during 9.00 A.M to 1.30 A.M (after mid-night) in all the 4 screens in relaxation of item No.43 of 'B' Form Licensing Condition. The rates of admission allowed in M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada, are as stated below:-

Screen	Class	No. of Seats	Present Rates of Admission	Proposed rates of Admission
Screen-1	Executive	264	75/-	125/-
Screen-2	Executive	272	75/-	125/-
Screen-3	Executive	220	75/-	125/-
Screen-4	Executive	203	75/-	125/-
Total		959		

5. The grant of cinematograph license and the Special rates of admission permitted above is subject to the conditions laid down in the Annexure appended to this order being strictly fulfilled by the Management of M/s. PVR Limited, Ripples Mall, M.G.Road, Vijayawada.

6. The District Collector and Magistrate, Krishna shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr.B.PRASADA RAO
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector and Magistrate, Krishna, Machilipatnam.
Copy to:-
The Authorised Signatory,
M/s PVR Limited,
#40-1-155, Ripples Mall,
Opp.Tiipsy Topsy,
M.G.Road, Labbipet,
Vijayawada – 520010.
The P.S to Hon'be CM and Minister for Cinematography.
The P.S to Principal Secretary to Government, Home Department.
SF/SC.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

ANNEXURE TO G.O.MS.No. 79, HOME (GENERAL) DEPARTMENT
CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions)

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre –Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III &IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

Dr.D.PRASADA RAO
PRINCIPAL SECRETARY TO GOVERNMENT